

Report Date: 14 Jan 2015

Summary Report for Individual Task
805K-79R-3000
Develop a Plan in Support of Center Recruiting Operations Plan
Status: Approved

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD5 - This product/publication has been reviewed by the product developers in coordination with the Fort Jackson, SC 29207 foreign disclosure authority. This product is releasable to students from all requesting foreign countries without restrictions.

Condition: Your Center Commander has directed you to develop a plan in support of Recruiting operations. You have access to Recruiter Work Station (RWS), USAREC Manual 3-01 The Recruiter Handbook, Market Intelligence Information, Recruiting Operation Plan (ROP), Lead Prospect Analysis (LPA), and Military Entrance Processing Station (MEPS) processing schedule. This task should not be trained in MOPP 4.

Standard: Develop a plan that meets the marketing and resource requirements for the designated area, achieves Center Leader's guidance /intent, and receives supervisor approval.

Special Condition: None

Safety Risk: Low

MOPP 4: Never

Task Statements

Cue: None

DANGER

None

WARNING

None

CAUTION

None

Remarks: None

Notes: All required references can be accessed at the following link:

<https://sites.google.com/a/goarmy.com/publications-library/home>

Performance Steps

1. Gather market intelligence

a. Conduct the Four-Step Market Intelligence Gathering Process

(1) Define the recruiting environment

(a) Identify Centers of Influence (COI) and Very Important People (VIP)

(b) Identify Prospects, Applicants, Future Soldiers

(2) Describe the Recruiting Environment

(a) Population

(b) Economic Status

(c) Race

(d) Age

(3) Evaluate the Market

(a) Uncover recruiting "hot zones," such as highly productive schools, gathering places or economic trends within the community.

(b) Identify school and seasonal community events that can have a positive or negative affect on prospecting efforts.

(4) Synchronize efforts to target high payoff zones and events. Note: The information gathered from the market evaluation will direct the recruiters prospecting efforts to high payoff zones and events. Directing prospecting efforts in high payoff areas will maximize the recruiter's time and increase their enlistment efficiency.

b. Analyze Center Recruiting Operation Plan (ROP)

2. Develop a prospecting plan utilizing Center Recruiting Operation Plan (ROP)

a. Consider intelligence preparation of the environment

b. Contact Method Report

c. Consider conversion data

d. Consider market penetration and contact milestones

e. Define an annotated prospecting plan

f. Annotate the plan in the RZ calendar.

g. Write a brief plan using descriptive bullets.

h. Include all training programs (Center/Company/Battalion), and events

i. Schedule any requested recruiting service support activities (Total Army Involvement in Recruiting (TAIR), adventure van, rock wall, etc)

Note: Intelligent lead generation and prospecting planning will maximize the recruiter's efforts and time.

3. Plan processing activities

a. Military Entrance Processing Station (MEPS) Actions (e.g. Armed Services Vocational Aptitude Battery (ASVAB), Military Entrance Processing, etc.)

b. Plan Building of Applicant Electronic Record Management (ERM) Record

(1) Complete SF86

(2) Obtain and Upload Required Source Documents

(3) Complete Initial Processing Documents

(4) Complete Moral Evaluation Process

c. Define an annotated processing plan

d. Annotate the plan in the RZ calendar.

e. Write a brief plan using descriptive bullets.

4. Submit plan electronically to Center Commander for review and approval

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction, should the Soldier experience minor difficulty. Consider directing self-study or OJT for Soldiers who experience major difficulties in task performance.

Evaluation Preparation: This task may be evaluated by using the evaluation guide and/or administering the performance test. Evaluation Guide. If the task is performed on the job, use the materials listed in the CONDITIONS statement above. This task can be evaluated by using the evaluation guide.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Gathered market intelligence			
a. Conducted the Four-Step Market Intelligence Gathering Process			
(1) Defined the recruiting environment			
(a) Identified Centers of Influence (COI) and Very Important People (VIP)			
(b) Identified Prospects, Applicants, And Future Soldiers			
(2) Described Recruiting Environment			
(a) Population			
(b) Economic Status			
(c) Race			
(d) Age			
(3) Evaluated the market			
(a) Uncovered recruiting "hot zones," such as highly productive schools, gathering places or economic trends within the community.			
(b) Identified school and seasonal community events that can have a positive or negative affect on prospecting efforts.			
(4) Synchronized efforts to target high payoff zones and events Note: The information gathered from the market evaluation will direct the recruiters prospecting efforts to high payoff zones and events. Directing prospecting efforts in high payoff areas will maximize the recruiter's time and increase their enlistment efficiency.			
b. Analyzed Center Recruiting Operation Plan (ROP)			
2. Developed a prospecting plan utilizing Center Recruiting Operation Plan (ROP)			
a. Considered intelligence preparation of the environment			
b. Contacted Method Report			
c. Considered conversion data			
d. Considered market penetration and contact milestones			
e. Defined an annotated prospecting plan			
f. Annotated the plan in the RZ calendar.			
g. Wrote a brief plan using descriptive bullets.			
h. Included all training programs (Center/Company/Battalion), and events			
i. Scheduled any requested recruiting service support activities (Total Army Involvement in Recruiting (TAIR), adventure van, rock wall, etc) Note: Intelligent lead generation and prospecting planning will maximize the recruiter's efforts and time.			
3. Planned processing activities			
a. Military Entrance Processing Station (MEPS) Actions (e.g. Armed Services Vocational Aptitude Battery (ASVAB), Military Entrance Processing, etc.)			
b. Planned Building of Applicant Electronic Record Management (ERM) Record			
(1) Completed SF86			
(2) Obtained and Uploaded Required Source Documents			
(3) Completed Initial Processing Documents			
(4) Completed Moral Evaluation Process			
c. Defined an annotated processing plan			
d. Annotated the plan in the RZ calendar.			
e. Wrote a brief plan using descriptive bullets.			
4. Submitted plan electronically to Center Commander for review and approval			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-01	The Recruiter Handbook	Yes	Yes

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects.

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination. "Everyone is responsible for safety. A thorough risk assessment must be completed prior to every mission or operation."

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None